

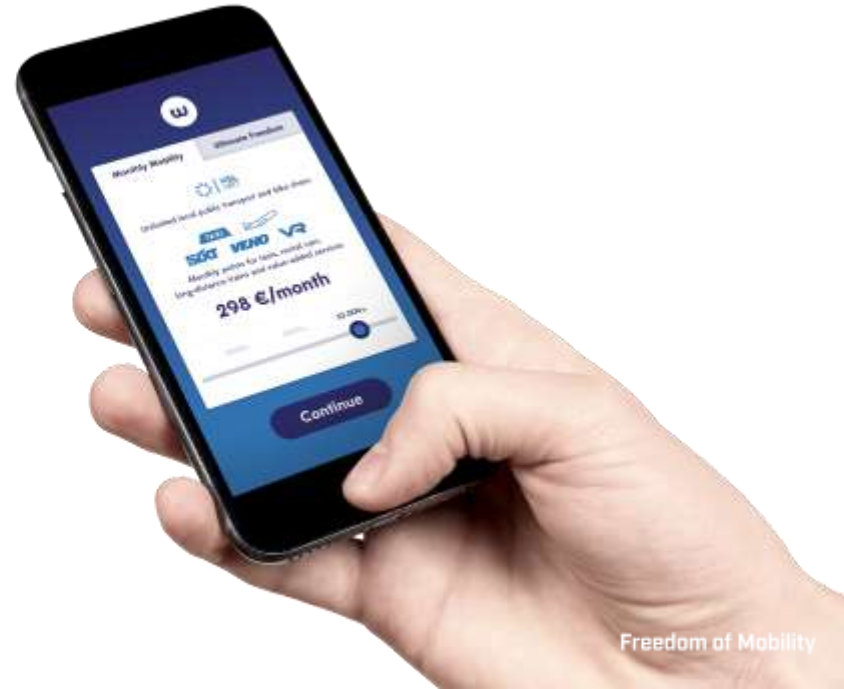
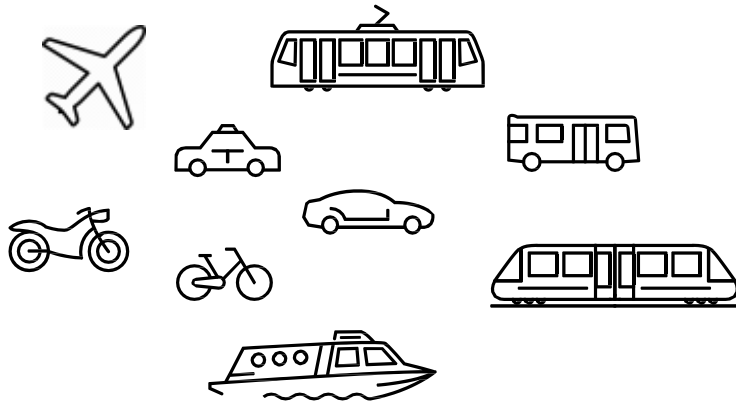
Discover **the future** of mobility

Whim – The Freedom of Mobility

Mobility as a Service – a paradigm change in transportation

WHAT IF ALL TRANSPORTATION WAS CONVERGED...

... AND TAILORED TO YOUR NEED AS MONTHLY PACKAGES?



Mobility as a Service is the *Netflix* of transportation



Pay as you're moved:

- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

15 minutes package for 135 €/ month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Business world package for 800 €/month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides

Family package for 1 200 €/month:

- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included



Competitive advantage - freedom of mobility

Our service promise is total freedom of mobility.



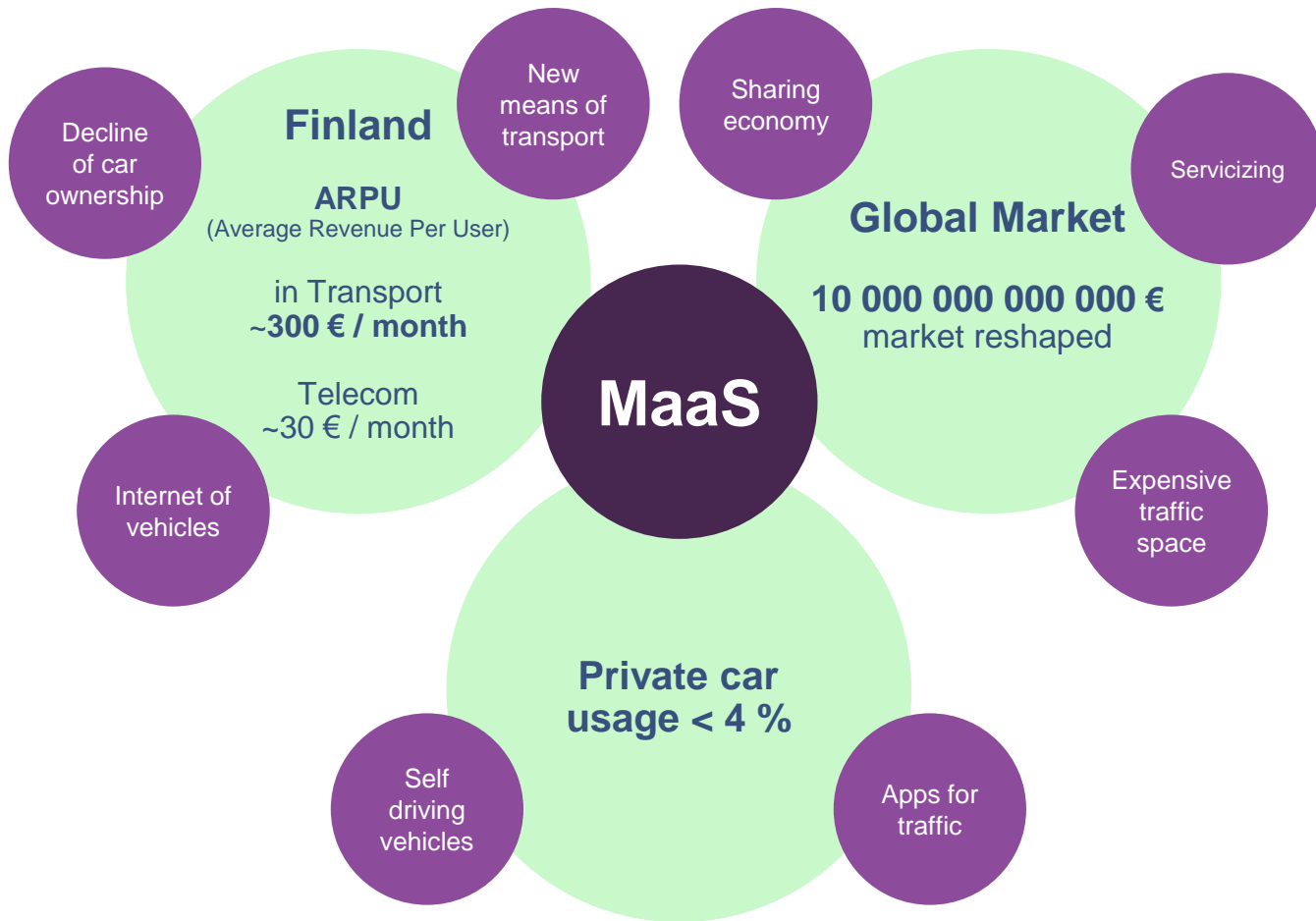
The only available option today



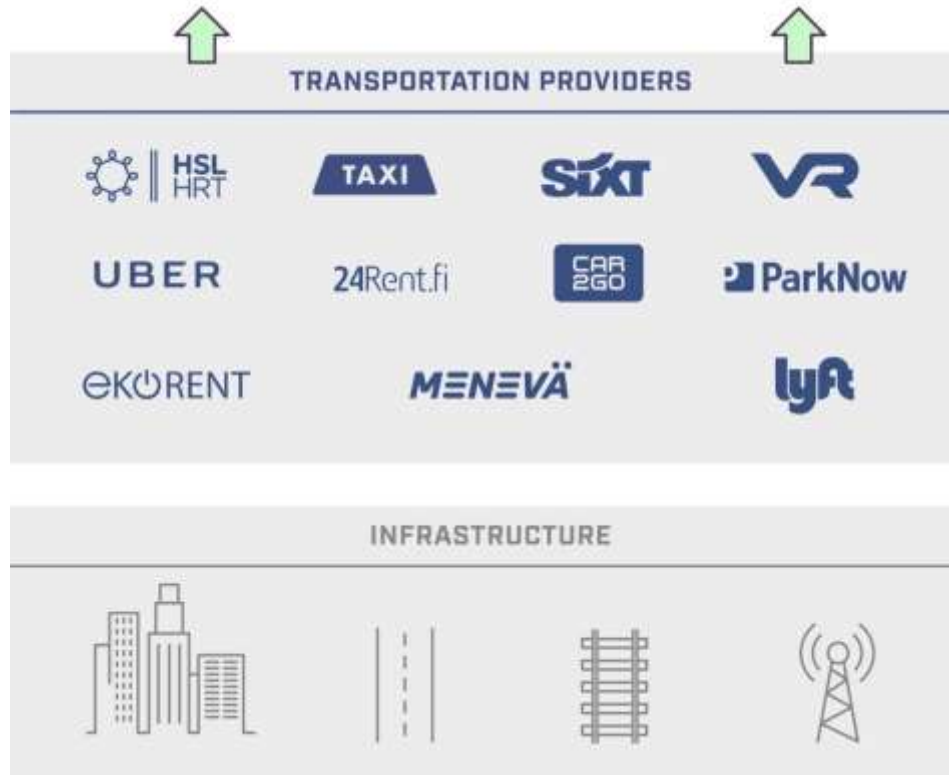
Tomorrow's freedom of mobility

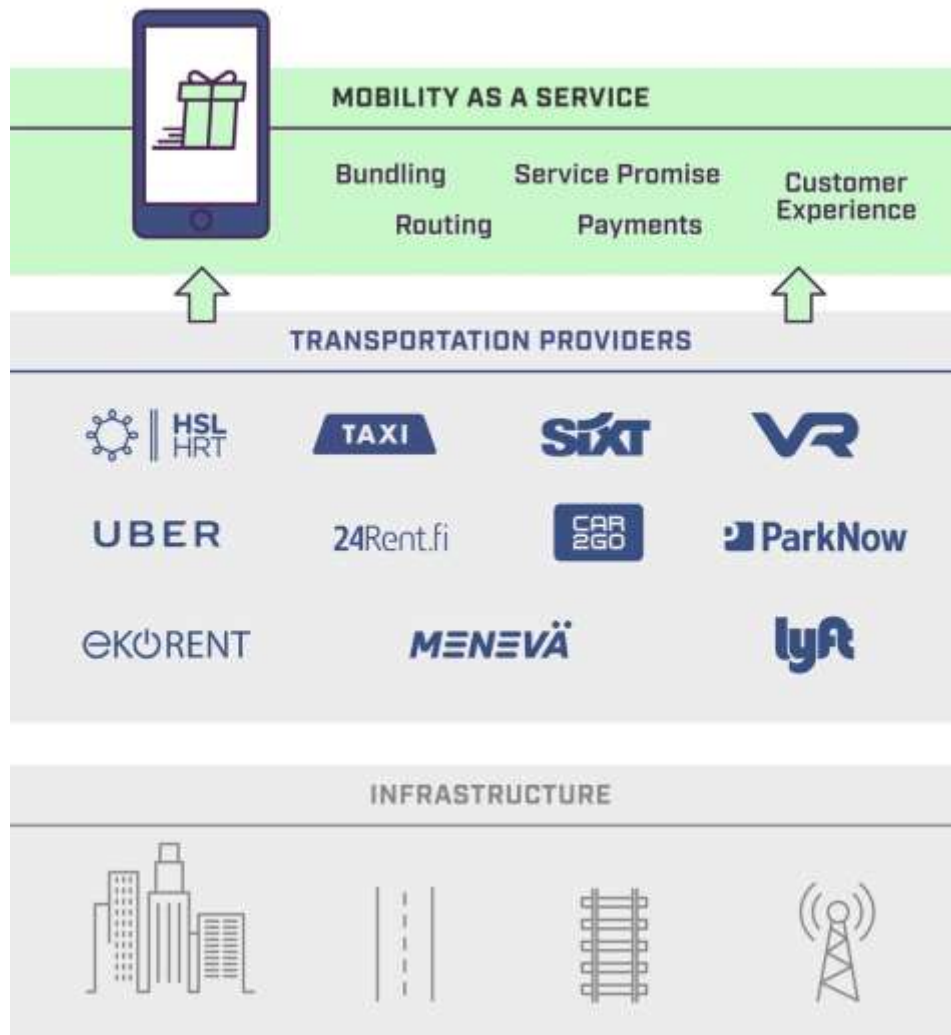
Transportation is being hit by a
DIGITAL TSUNAMI





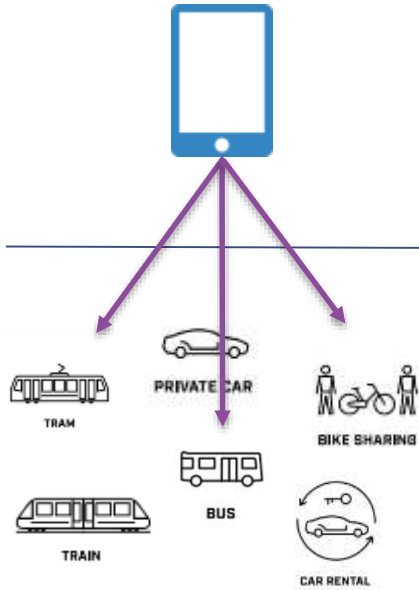
From silos to a true solution



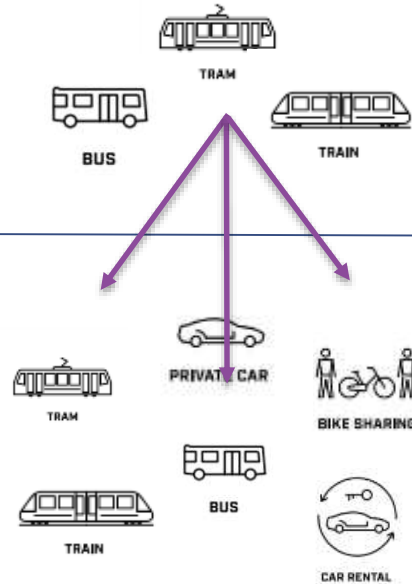


Three ways for markets to evolve

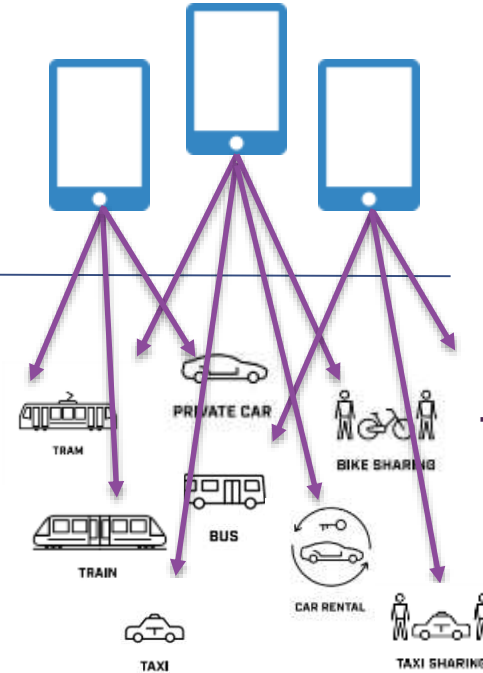
Winner takes it all



Public transportation takes it all



Roaming ecosystem



Mobility as a Service (aggregators)

Transportation providers

MOBILITY AS A SERVICE FRAMEWORK



MY MOBILITY SERVICES



A futuristic, brightly lit tunnel with a red laser line on the floor and white text overlay. The tunnel has a series of curved, metallic-looking walls and a ceiling with recessed lighting. The floor is dark with a red laser line running down the center. The text "MARKETS OPENING WITH INVESTMENTS" is overlaid in white, bold, sans-serif font.

**MARKETS OPENING WITH
INVESTMENTS**

”Volkswagen Group is getting into the ride-hail game with a \$300 million investment in Uber competitor Gett.”

24.5.2016 Recode

“Apple invests \$1 billion in Chinese ride-hailing service Didi Chuxing.”

13.5.2016 Reuters

”NuTonomy raises \$16M to make self-driving taxis a reality by 2018.”

24.5.2016 Techcrunch

“Lyft raises \$530 million in funding to battle Uber in the U.S.”

12.3.2015 Mashable

”At \$68 Billion Valuation, Uber Will Be Bigger Than GM, Ford, And Honda”

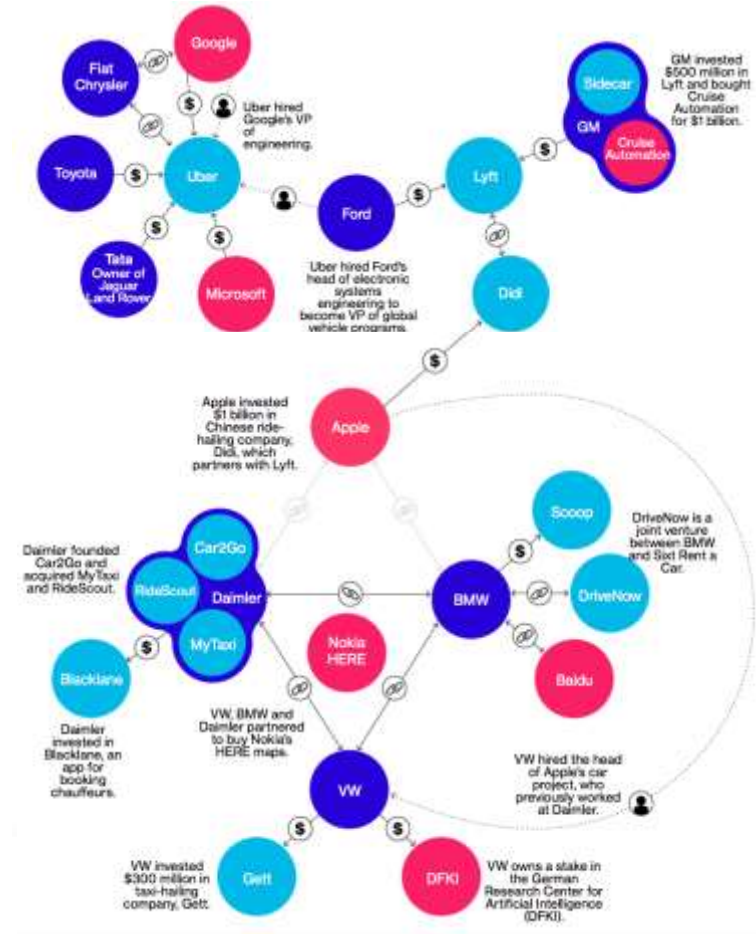
4.12.2015 Forbes

“Chinese taxi app Travice gains \$600 million investment from Softbank, Alibaba “

14.1.2015 Reuters

THE LINE BETWEEN THE TECHNOLOGY AND AUTOMOTIVE INDUSTRIES IS BLURRING

- Transportation is being tied even more closely to cell phone, while autonomous driving technology is turning car into a computer > Development is expensive: Carmakers' R&D budgets jumped 61 percent, to \$137 billion from 2010 to 2014
- Building alliances to share some of the risk and cost > Incumbent automotive giants and their "would-be" disruptors are teaming up



Mindsets are Changing



Carsharing worldwide

USERS IN M 2013 ■
2020 ■

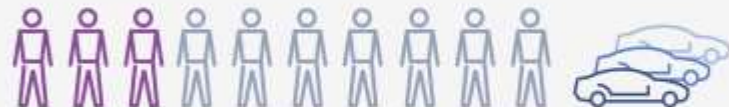


**FOR EVERY FOURTH
YOUNG ADULT
OWNING A CAR IS
NOT IMPORTANT.**

Source: <http://www.wccomco.org/en/projekte/aktuelles-aus-der-welt-der-ko-mobilitaet/meldungen/Art/18-07-2013.php>

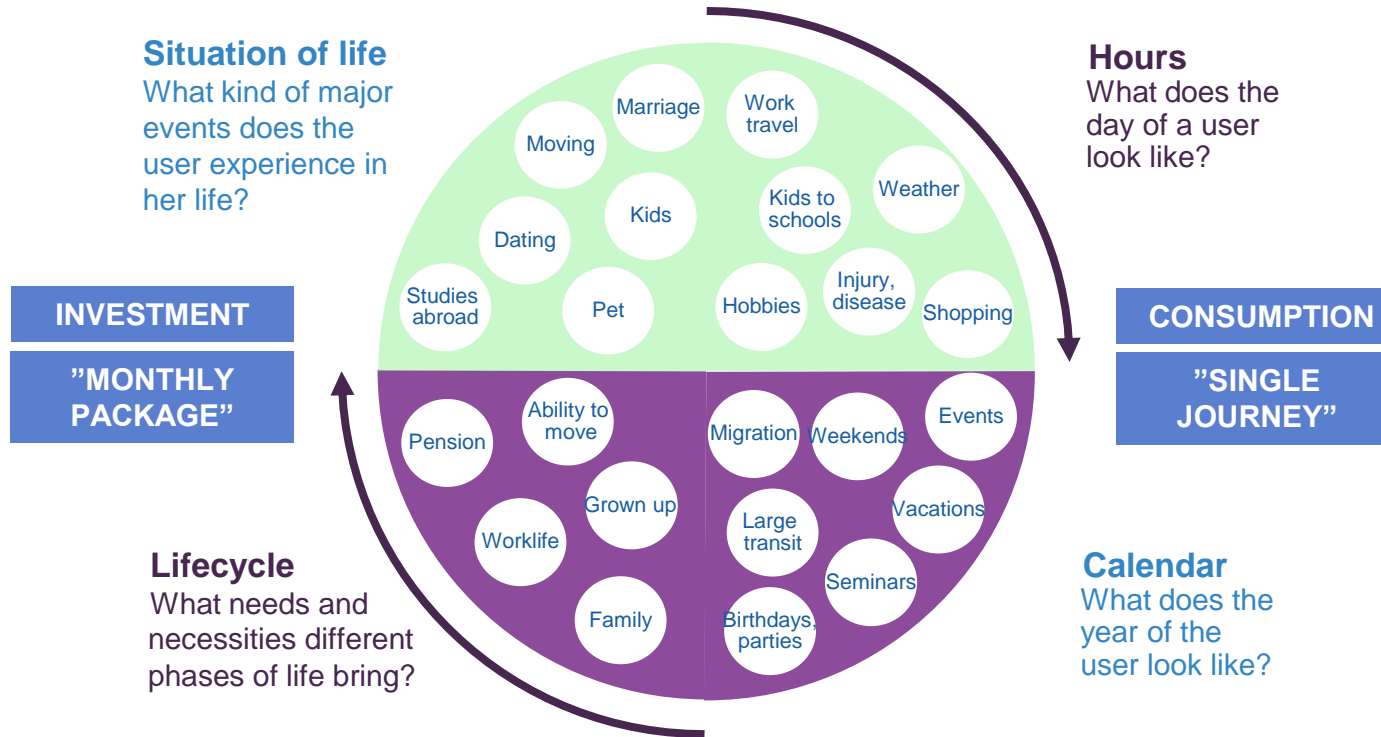
Carsharing Germany

over
110 DIFFERENT PROVIDERS



30 % use more than one carsharing provider

Life situation and unexpected incidents affecting your daily mobility

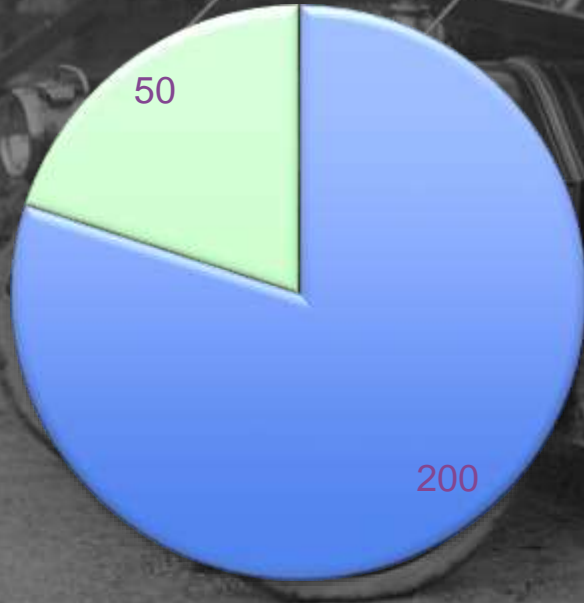


WHAT IF MOBILITY AS A SERVICE WOULD BE REAL?



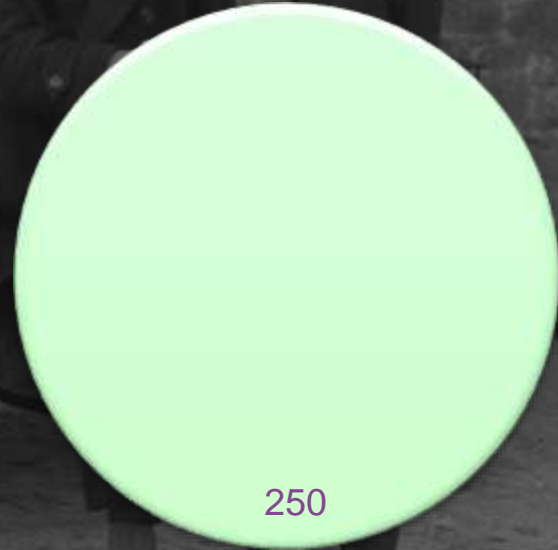
Where does the money come from?

Spending on transportation in 2016 in Europe



■ Private car ■ Transportation services

Spending on transportation with Whim



■ Transportation services

*Source: eurostat

What do you think car is actually costing?

- Most of the cost of owning a car is hidden
 - ✓ *Ownership: finance cost, registration, insurance, maintenance, unexpected costs, depreciation*
 - ✓ *Usage: fuel, parking (resident parking, on-street parking), tyres, tolls*
- The average annual cost of running a car is **around 5 180 € each year**
- Car is parked average for around 96% of the time – so usage is actually **only 4 %**



Example 1: Introducing Emmi



Emmi is a 28 year old single woman, living in Espoo.

- ✓ She recently purchased her first home and she works in the city centre of Helsinki at a bank. Emmi owns a car.
- ✓ Emmi loves evenings out with friends, spending time with family, jogging with her dog and the occasional weekend getaways.

...how much Emmi is using for her mobility?

Emmi today

- ✓ Emmi uses public transportation for daily commuting because parking in the city is a nightmare and with car she would get stuck in congestion every morning and afternoon.
- ✓ Emmi owns a 5 year old Toyota Avensis which she uses mostly for her weekend getaways with friends and visit her family. And IKEA.
- ✓ A couple of times a month, after a night out in Helsinki, she takes a 28 € taxi ride home.

1 253 € each year

- regional ticket 102,40 € / 30 days + city bike 25 €



BUS

4 998 € each year

- average cost of a car in a year is 5 180 €



PRIVATE CAR

480 € each year

- average spending for a taxi in a year, 1-2 trips per month, average price 26,7 € (Espoo)



TAXI

**6 731 € each year,
561 € a month**

Do you believe this could be made with less than 560 € a month?

Access Package

- Unlimited public transport
- 8 hours / month of bike share
- 50km / month of taxi + ride share
- 4 hours of car share
- Grocery delivery

Flexibility Package

- Unlimited public transport
- Unlimited bike share
- 100 km / month of taxi + ride share
- 8 hours of car share
- One weekend car rental
- Grocery & food delivery

Unlimited Package

- Unlimited public transport
- Unlimited bike share
- Unlimited taxi + ride share
- Unlimited car rental
- Unlimited car share
- Grocery, food & shopping delivery

*Packages are examples

Example 2: Introducing Eetu



Eetu is a 30 year old man living in Vallila, Helsinki.

- ✓ Eetu lives alone and works as a sales man in the city centre of Helsinki. He goes actively out with his friend during weekends. Eetu travels at least 2-3 times a year in Europe.
- ✓ Eetu doesn't own a car but he is very interested in to use new transport services and he is actively searching new options for his mobility.

...what are Eetu's mobility needs?

Eetu today

- ✓ As not owning a car, Eetu uses public transportation for his daily commuting. Sometimes he might have meetings in places with slow access by public transportation - in these situations he uses ride sharing or taxi to get to the destination.
- ✓ His smart phone is full of applications by different transport providers and while travelling abroad, he tries to explore in advance what travel options current city is offering and possibly needs to download some new apps again to his phone.
- ✓ Eetu gets really annoyed every time he sees every other person driving alone with their car in traffic.

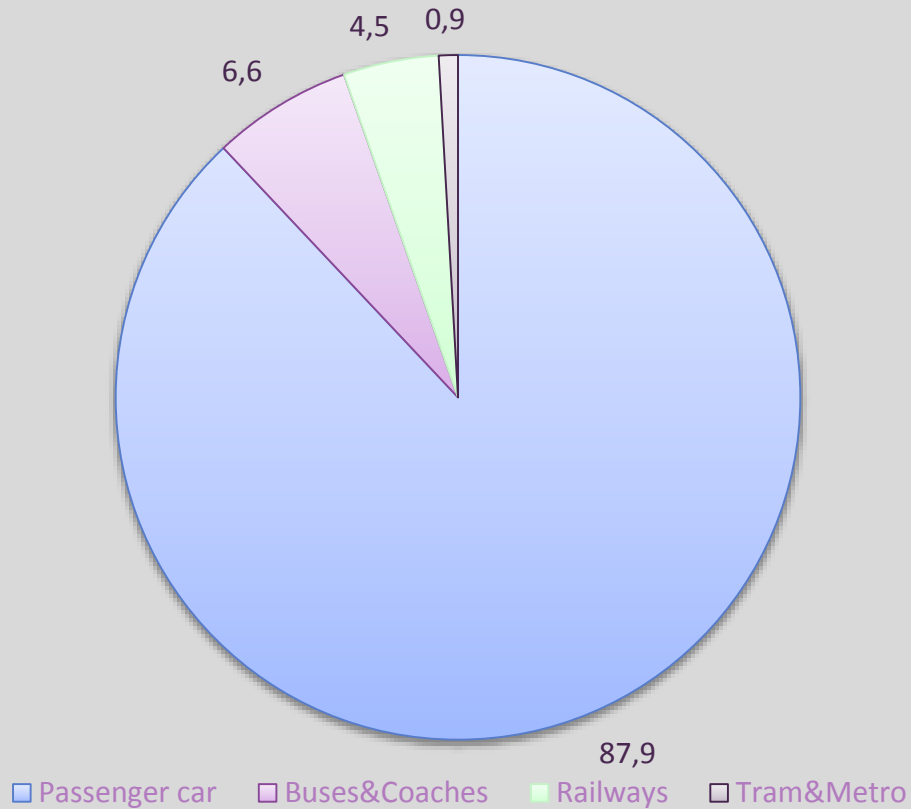
Could we combine all of this for Eetu as monthly package?



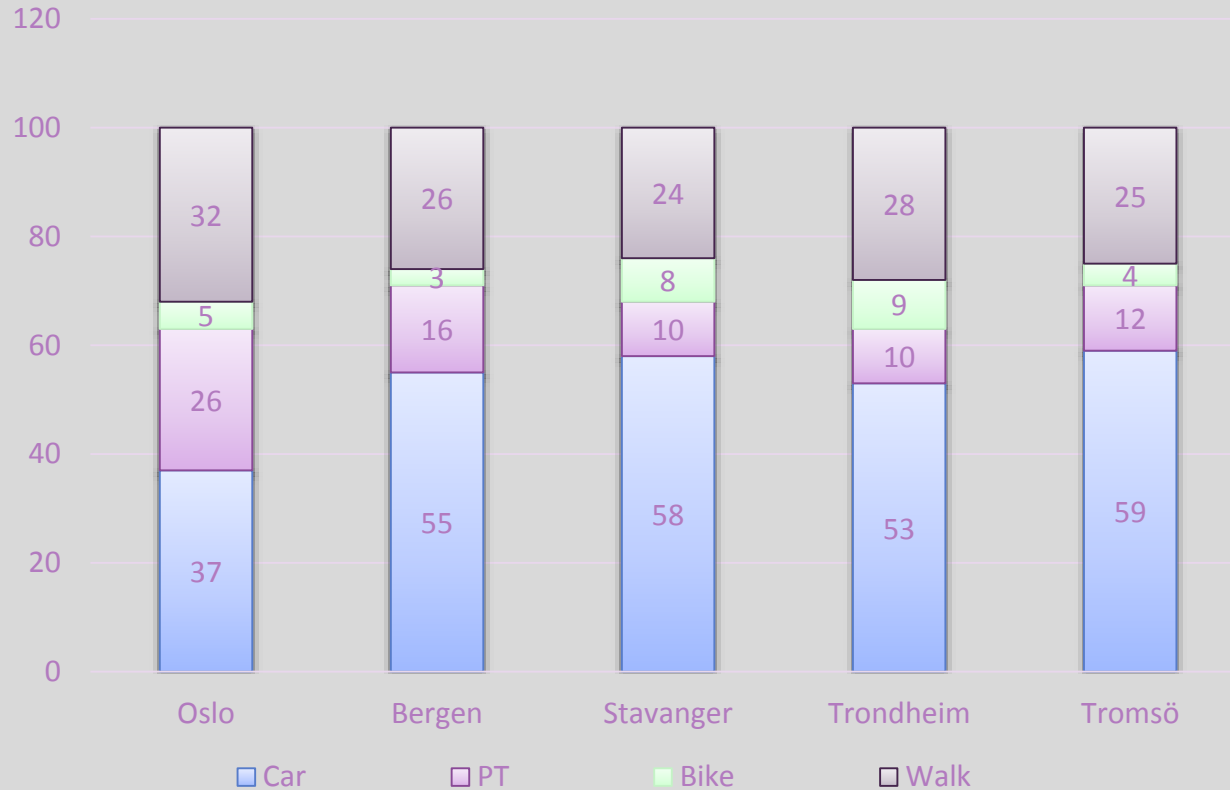
Norway – Whim user's ARPU now and with Whim



Modal Split of Passenger Transport on land in 2013



Modal Split in different cities in Norway – measured in number of trips





Introducing Whim, the world's first mobility operator

”THE NETFLIX OF TRANSPORTATION”



TIME
The Washington Post
USA TODAY

FINLAND Car Ownership
U.S. Law Hostage
How Ins
Attorney Controversy
ALL COURTS
Israeli Leaders
Bank of \$16.65
Hot Rod
Blood T Kids W
Rick Pe

SUR LE WEB

DÉTECTER LES FAUS PASSEPORTS
Le start-up CDSense a développé un capteur

Bloomberg Markets Tech Pursuits Politics Opinion Business

L'ÉCARTÉLIER
ACCELERATING INNOVATION
BDF FINNBIAS GROUP

TENDANCES AGENDA
SMART CITY e-HEALTH SMART MOBILITY DIGITAL WORK

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HOME | PEOPLE | WEB | FINLAND | CULTURE | SOCIETY | VIDEO

CitiesToday
Connecting the world's urban leaders

HOME ABOUT SUBSCRIBE KNOWLEDGE HUB 20-20 EN

L'abonnement mobile pourrait remplacer l'achat de

Par Constance Guyon | 24 mai 2016

Mots-clés : Smart Mobility, Abonnement, maas



10 urban travel headaches that could soon be history (thanks to this Finnish service)

JUNE 11, 2016 / 4 COMMENTS / In Finland, Frontpage Article / by Anna Kurki@ruv-wil

Facebook 549 StumbleUpon 1 Twitter 196 Print 745 SHARES



Finland launches first complete multimodal transport app

10th June 2016 Steve Hoggart

LET'S GO!

Your ride is here

Where to?

L'INVENTION

SPEEDOO, un robot pour prélever l'eau de mer
un auto en 2013.

LIVE TV AUDIO

CEO and the developer of the concept, has set a clear goal to reshape the world's transportation

AAK: Conference call for investors, stock market analysts and media – release of AAK's Interim report for the first quarter 2016

Our solution

**Freedom from
ownership**

Access to all
transport without
the need to own a
car

Hassle free

A single app

One intuitive app to
manage your travel
needs

User friendly

**Increased
efficiency**

Increased
utilisation rate and
route optimisation
with on-demand
routing

Saves money

LESS HASSLE

TAKING AWAY THE PAIN
OF “HOW DO I GET THERE”

MORE FREE TIME

GIVING BACK YOU 90
MINUTES TO YOUR DAY



HAPPIER LIVING

OFFER YOU A TRUE
FREEDOM OF MOBILITY

GREENER CITIES

MAKING SURE YOU ARE
NOT A POLLUTER





Monthly Mobility

3000 w



Unlimited local public transport
and bike share



Monthly points for taxis, rental cars,
long-distance trains and value-added
services

89 €/month

[See details >](#)

Choose

[Skip for now >](#)



Monthly Mobility
10000 w



Unlimited local public transport
and bike share



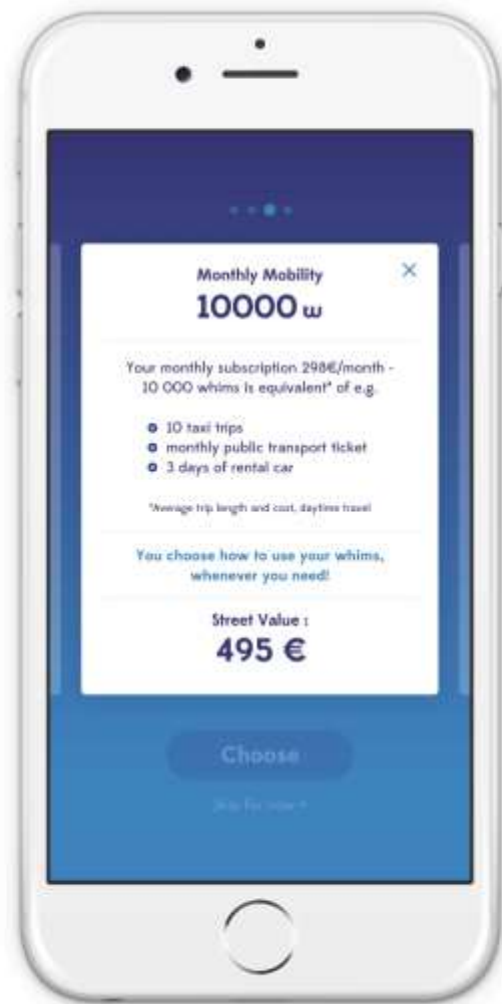
Monthly points for taxis, rental cars,
long-distance trains and value-added
services

298 €/month

[See details »](#)

Choose

[Skip for now *](#)



Monthly Mobility



10000 w

Your monthly subscription 298€/month -
10 000 whims is equivalent* of e.g.

- 10 taxi trips
- monthly public transport ticket
- 3 days of rental car

*Average trip length and cost, daytime travel

You choose how to use your whims,
whenever you need!

Street Value :

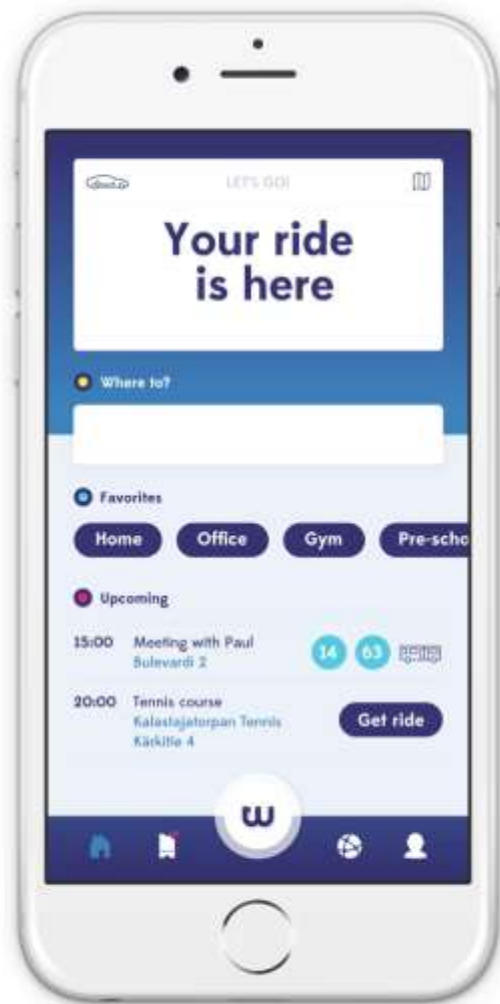
495 €

Choose

[View For more >](#)











Taxi

HSL

Sixt

SIXT



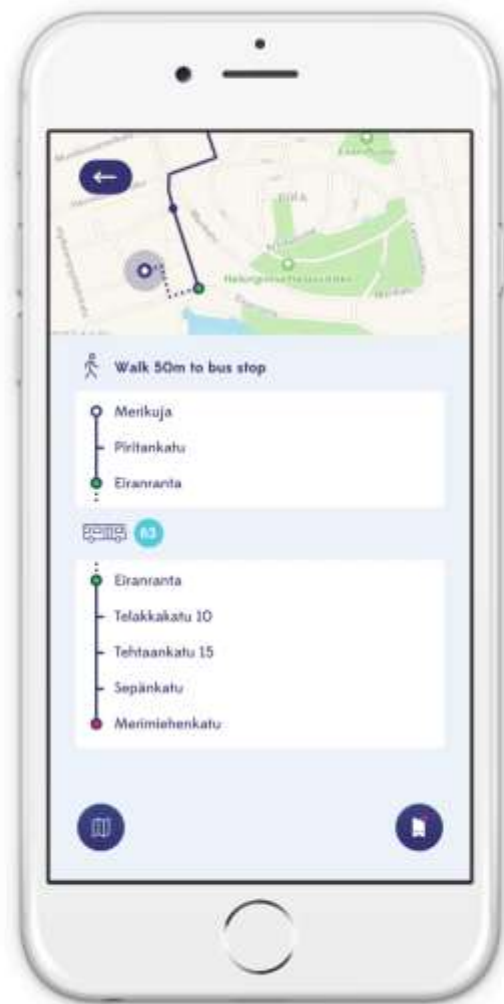
Ford Mondeo 2016
2.0 TDCI Titanium

See on map

Korkeavuorenkatu 10
00140 Helsinki

W





whim is ready to go!

freedom of mobility.



MONTHLY MOBILITY

Enjoy unlimited local public transport and bike share, with a monthly quota of points to use freely on taxis, rental cars, long-distance trains and other value-added services. Earn extra points by making smart travel choices.



ULTIMATE FREEDOM

Travel in style on any mode of transport you like, from every kind of public transport to local taxis and rental cars. Earn extra points by opting for public transport and use them on life enhancing perks like value added services or a Tesla for the weekend.



MOVE ON A WHIM

Test out the service with zero commitment. Pay as you go to access all the different MaaS options.



A person wearing a grey work jacket is holding a set of car keys in their right hand, pointing them towards the camera. The background is blurred, showing what appears to be an outdoor setting with greenery and a building.

From Ownership to Experience

WHY OWN AND DRIVE AN OLD CAR –
WHEN YOU COULD USE A BRAND NEW
ONE, WHENEVER YOU NEED?

ONE SINGLE SOLUTION (APP)

Better than owning a car

Variety of operators and transport providers in same platform. Both public and private (taxi, public transport, train, car sharing, car rental, ride sharing, parking, logistic services, ferries, ships, bikes) will ensure that customers are getting where ever they want.





DOOR-TO-DOOR JOURNEY

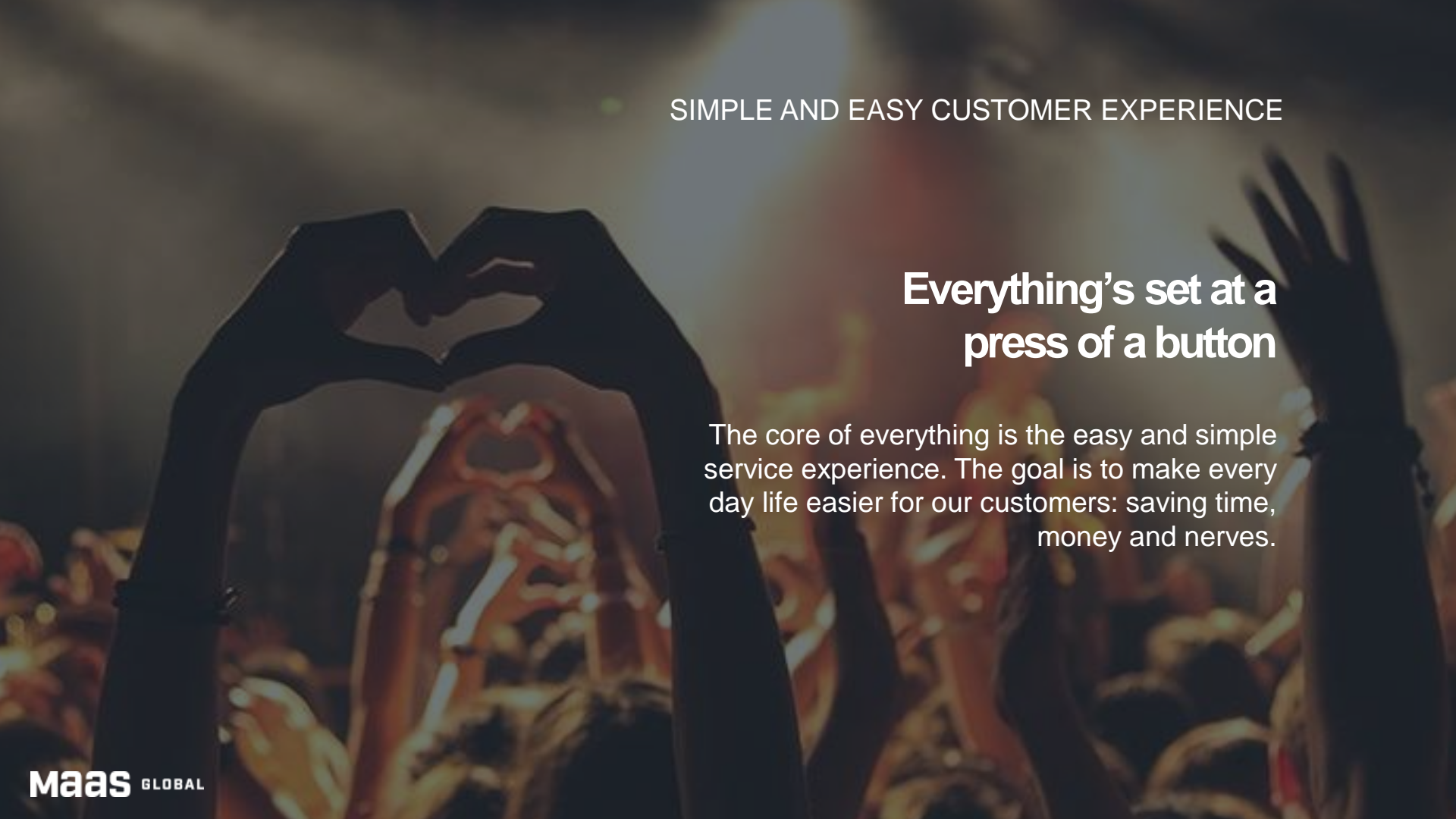
Much more than trip planner

New kind trip planner which is chaining and combining operators unconventionally to serve customers according to their needs and current traffic conditions. All your trips from A to B to Z – with an enjoyable experience.

PAYMENTS AND TICKETING

Monthly subscription for all transportation

User can buy mobility packages with monthly fee.
Payment and ticketing will be handled in the background.
Tickets will be gathered into same service, so hassle free travel will be guaranteed.

A crowd of people at a concert with their hands raised in the air, creating a heart shape in the foreground.

SIMPLE AND EASY CUSTOMER EXPERIENCE

Everything's set at a press of a button

The core of everything is the easy and simple service experience. The goal is to make every day life easier for our customers: saving time, money and nerves.

Launching MVP in 2016 – SEE WHIM LIVE

Looking for 2 other international areas, discussions with several cities and transport providers around the world.



To have MaaS In Short

- All we need is API's to existing transportation.
- Speeding MaaS is done best with market incentives.

See Whim Live In 2016

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